AMENDMENTS TO THE CLAIMS

This listing of claims replaces all prior versions, and listings, of claims in the application:

1   1.   (Currently Amended) A <u>computer-implemented</u> method ~~executed by a computer~~ of

2   determining an economic impact of business policies, comprising <u>the computer executing</u> the

3   steps of:

4   a)   providing player definitions defining a plurality of players and an associated set of

5   rules defining a possible decision space, a decision-making process tree, an information set, an

6   outcome function, and a payoff function for each player;

7   b)   translating the player definitions into at least one codified script; and

8   c)   executing the at least one codified script, wherein a result of the outcome and

9   payoff functions at the end of execution of a script stage determines the economic impact of the

10   business policies defined by the rules.

1   2.   (Original) The method of claim 1 wherein the players are exclusively human.

1   3.   (Original) The method of claim 1 wherein the players comprise a combination of human

2   and automated players.

1   4.   (Previously Presented) The method of claim 1 further comprising the steps of:

2   d)   modifying the associated set of rules for one or more players; and

3   e)   repeating steps b)-c) according to the modified set of rules.

1   5.   (Previously Presented) The method of claim 1 further comprising the step of:

2   d)   providing calibration data for the defined players based on empirical sales

3   information, wherein the at least one script is generated in accordance with the player definitions

4   and the calibration data.

1   6.   (Original) The method of claim 1 further comprising the steps of:

2   d)   providing a plurality of scenarios defining variations on the set of rules associated

3   with one or more players, wherein step c) further comprises the step of generating scripts

4   corresponding to the player definition variations.

1   7.   (Previously Presented) The method of claim 1 wherein the at least one script is compiled

2   on the fly during execution.

1   8.   (Previously Presented) The method of claim 1 wherein the at least one script is compiled

2   in its entirety before execution.

1   9.   (Previously Presented) The method of claim 1 wherein the set of rules associated with at

2   least one player defines at least one business policy from the group comprising: advertising

3   policy, sales policy, returns policy, rebate policy, minimum advertised price policy.

1   10.   (Previously Presented) An apparatus for determining an economic impact of business

2   policies, comprising:

3   a)   a business process definition module for providing player definitions defining a

4   plurality of players and an associated set of rules defining a possible decision space, a decision-

5   making process tree, an information set, an outcome function, and a payoff function for each

6   player;

7   b)   a script translator module for translating the player definitions into codified

8   scripts, wherein the codified scripts define at least one simulation stage; and

9   c)   a simulation module for executing the codified scripts, wherein a result of the

10   outcome and payoff functions at the end of execution of the at least one simulation stage

11   determines the economic impact of the business policies.

1   11.   (Original) The apparatus of claim 10 wherein the players are exclusively human.

1   12.   (Original) The apparatus of claim 10 wherein the players comprise a combination of

2   human and automated players.

1   13.   (Previously Presented) The apparatus of claim 10 further comprising:

2   d)   a calibration module providing calibration data for the defined players based on

3   historical information, wherein the scripts are generated in accordance with the player definitions

4   and the calibration data.

1   14.   (Previously Presented) The apparatus of claim 10 further comprising:

2   d)   a scenario database providing a plurality of scenarios defining variations on the

3   set of rules associated with one or more players, wherein the script translator module generates

4   scripts corresponding to the player definition variations.

1   15.   (Original) The apparatus of claim 10 wherein the scripts are compiled on the fly during

2   execution.

1   16.   (Original) The apparatus of claim 10 wherein the scripts are compiled in their entirety

2   before execution.

1   17.   (Previously Presented) The apparatus of claim 10 wherein the set of rules associated with

2   at least one player defines at least one business policy from the group comprising: advertising

3   policy, sales policy, returns policy, rebate policy, and minimum advertised price policy.

1   18.   (Currently Amended) A <u>computer-implemented</u> method ~~executed by a computer~~ of

2   predicting a behavioral outcome resulting from a business rule, comprising <u>the computer</u>

3   <u>executing</u> the steps of:

4   a)   defining at least one player, business rules, and an environment that defines

5   actions that the player can take in accordance with the business rules;

6   b)   translating the definitions into a codified script; and

7   c)   determining a behavioral outcome resulting from player-selected actions during

8   execution of the codified script.

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1   19.   (Original) The method of claim 18 wherein the behavioral outcome includes an

2   economic state of each player.

1   20.   (Previously Presented) The method of claim 18 further comprising the step of:

2   d)   executing variations of the codified script.

1   21.   (Previously Presented) The method of claim 18, further comprising:

2   receiving historical data and producing calibration data based on the historical data,

3   wherein the codified script is translated from the definitions and the calibration data.

1   22.   (Previously Presented) The apparatus of claim 10, wherein in response to modification of

2   the set of rules for one or more players, the script translator re-translates the player definitions

3   into modified scripts, and the simulation module is for executing the modified scripts.

1   23.   (Previously Presented) The method of claim 18, further comprising:

2   modifying the definitions;

3   translating the modified definitions into a modified script; and

4   determining another behavioral outcome resulting from player-selected actions during

5   execution of the modified script.